FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034531 **Type of Permit:** FILMING **Release Date:** 12/07/2010

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC
Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title PUBLIX MARKETS

Type of Production Commercial - Standard

Producer Carrie McLaren

Director Scott Corbin

1st AD TBD TBD

Production Manager Rochelle Cook

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Carol Smith
Primary Phone Office - 212-683-2500
Secondary Phone Mobile - 626-437-3060

Location Assistant Carol Smith
Primary Phone Mobile - 626-934-1281
Secondary Phone

Fees

Posting 1200	$276.00
Notification Charge	$385.00
LA COUNTY FIRE REVIEW	$104.00
LA COUNTY ROAD APPLICATION FEE	$52.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$320.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$240.00

Total Permit Fee $1,982.00

Number of Locations 2

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Summary Information — Location

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Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title PUBLIX MARKETS

Location Manager Carol Smith
Primary Phone Office - 212-683-2500
Secondary Phone Mobile - 626-437-3060

Location Address 4262 Lemp Ave, Studio City, CA, 91604

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document IDENTITY.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Cast/Crew vehicles	37
Cube Trucks	3
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Interior and exterior dialogue; Camera and equipment in curblane and across the street in curblane.; 1 chinchilla.;

Special Effects: F/X Permit # 15275

Type	No. Times Per Day	No. Takes Per Take
Squibs	6 - 10	6 - 10

Description of F/X Scene: Exploding squib with dye packet inside of microwave.-UFSO REQUIRED.

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Location Notes No parking/posting in front of 4334 Lemp Av (corner of Lemp Av and Woodbridge St) without prior approval.

Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view. Cast/Crew must be fed in an area shielded from public view

Generators must be shielded and should be located in areas of minimal disturbance.

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Production Title PUBLIX MARKETS

Location Manager Carol Smith
Primary Phone Office - 212-683-2500
Secondary Phone Mobile - 626-437-3060

Approvals	LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez
	LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Veronica Jaimez
Coordinator Note	FILM LA MONITOR REQUIRED FROM 0600-2200 HRS.	
Coordinator Note	***UFSO REQUIRED FOR SPECIAL EFFECTS ONLY FROM 1400-1800 HRS.****	
Coordinator Note	EQUIPMENT PARKING ON THE N/S VALLEY SPRING ST., LEMP AV. - BECK AV.	
Coordinator Note	ANIMAL NUMBER R10-129274.	
Parking	**Base Camp** Location Type : Location Street : Location and posted area	**Crew Parking** Location Type : To Be Determined Street : TBD
Posting "No Parking" signs	1) E/S of Lemp Av from Woodbridge to Valley Spring 2) S/S of Woodbridge from Lemp Av to Beck Av	
Approximate Footage	901 - 1200	**Log Number** 8152
Date(s)	12/8/2010 to 12/8/2010	**Time(s)** 07:00 to 22:00

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Summary Information — Location

Permit Number F00034531
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title PUBLIX MARKETS

Location Manager Carol Smith
Primary Phone Office - 212-683-2500
Secondary Phone Mobile - 626-437-3060

Location Address 1533 E Altadena Dr, Altadena, CA, 91001

Location Type Private Residence

Film Dates 12/9/2010 - 12/9/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Cast/Crew vehicles	38
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
LA County FSA assigned	1
Sheriff/CHP	1

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - BALDWIN PARK Dan Heald

Coordinator Note LA COUNTY FIRE #2614-11, FSA REQUIRED.

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : To Be Determined
Street : TBD

Posting "No Parking" signs S/S of Crest from Porter going West to Fair View Ln

Approximate Footage County Parking **Log Number**

Date(s) 12/9/2010 to 12/9/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs N/S of Altadena Dr directly in front of 1533 E. Altadena Dr.

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Summary Information — Location

Location 2 of 2

Permit Number	F00034531	**Location Manager**	Carol Smith
Production Company	IDENTITY MEDIA INC	Primary Phone	Office - 212-683-2500
Insured Company	IDENTITY MEDIA INC	Secondary Phone	Mobile - 626-437-3060
Production Title	PUBLIX MARKETS		

Approximate Footage County Parking — **Log Number**

Date(s) 12/9/2010 to 12/9/2010 — **Time(s)** 07:00 to 22:00

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Permit #P00034531

Appointment of Beautiful Day Permits
As Authorized Agent and Representative

I certify that I am a representative of Identity Media ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 12/7/2010

Identity Media

Name of Principal

By: Carol Smith

Representative's Signature

Carol Smith

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